



DRAFT MINUTES DISCOVER FLAGSTAFF TOURISM COMMISSION

March 23, 2021 – 1:00 p.m.-3:00 p.m.

[Join Meeting](#)



In compliance with the Americans with Disabilities Act, if you need assistance to participate in this meeting, please contact Carrie Nelson at 928-213-2919 (or 774-5281 TDD). Notification at least 48 hours in advance will enable the City to make reasonable arrangements.

A. CALL TO ORDER

Chair Madeksza called the meeting to order at 1:00 p.m.

B. ROLL CALL:

Terry Madeksza, Chair, [present](#)
Jennifer Grogan, Vice-Chair, [present](#)
Steve Finch, [present](#)
Lynda Fleischer, [present](#)

Ellen Jimenez, [joined at 1:04 p.m.](#)
Joe O'Donnell, [present](#)
Jennifer Rolley, [absent-excused](#)

As a reminder, if you are carrying a cell phone, computer, two-way radio, or other sound device, we ask that you turn it off at this time to minimize disruption to today's meeting.

C. LOCAL CHECK-IN

A. Chair & Commissioners

- Commissioner Fleischer stated that skiing is still great at Arizona Snowbowl.
- Chair Madeksza – update on new downtown businesses: British Chippy, Mira Monte, Maddie G's has two businesses: Steakburger and Lobster Rolls, Plant A, Wee Scotty, and E-Bike Store and Rental.

B. Council Liaison – Councilmember Regina Salas

- Councilmember Salas joined the meeting and mentioned that SBA Loans are available for sheltered Venues, if interested please email and Ms. Salas will send information.
 - Major plans with Council, feedback and comments on the Carbon neutrality Plan and Housing:
 - ✚ Draft Flagstaff Carbon Neutrality Plan - draft plan and link to feedback <https://www.flagstaff.az.gov/4596/Flagstaff-Carbon-Neutrality-Plan>
 - ✚ Draft Flagstaff Housing Plan - draft plan and link to survey <https://www.flagstaff.az.gov/4553/Housing-Plan>
- This document guides the public involvement activities conducted by the Flagstaff Housing Section. The purpose of public participation is to ensure a proactive process affording the opportunity for...
- We are rebounding from this pandemic and hope to see everyone in person soon.

D. PUBLIC PARTICIPATION

*The Arizona Open Meeting Law prohibits the Commission from discussing or taking action on an item which is not listed on the prepared agenda. Commissioners may, however, respond to criticism made by those addressing the Commission, ask staff to review a matter, or ask that a matter be placed on a future agenda. Each public comment is limited to **three** minutes.*

[None](#)

E. APPROVAL OF MINUTES

A. February 23, 2021 Tourism Commission Meeting.

MOTION:

Commissioner Finch made a motion to approve the Feb. minutes, seconded by Commissioner Fleischer. Minutes approved by unanimous vote.

F. REPORTS

A. Attractions Report - Heather Craig, Lowell Observatory

Ms. Craig will have the report out by the end of the week and will be at next month's meeting.

B. Director & Staff

Staff gave monthly reports for February 2021 for Administration, Marketing & Creative Services, Social Media, Public Relations, Sales and Visitor Services.

Questions/Comment:

Commissioner Jimenez – great to see the exciting numbers for ADR, Occupancy, and RevPAR this month.

C. Chair

Chair Madeksza stated that everyone was sent a copy of the Park Flag updates. Dave McIntire and Gail Brockman are listening in to answer questions.

Questions/Comments:

Commissioner O'Donnell – had a problem using *Flowbird* app? How do we pay? Ms. Brockman answered that yes *Flowbird* has new updates and isn't as user friendly. Click on pink balloon, says Flagstaff, then click to pay. *Flowbird* asked to see more pink balloons. Ms. Brockman will work with *Flowbird* with suggestions from the commissioners to make it easier to use the app.

Commissioner Finch – asked if the App can do quarter and half-hour increments? Mr. McIntire answered that they looked at this option before but said the reason for hour increments is to help with the credit card fees and it doesn't work financially for shorter time zones. He mentioned that there is free curbside pick-up parking if you are stopping for a few minutes.

Commissioner Jimenez – App is great. There are a lot of cars parking all the time. Comments coming in that there are parking spaces opening again.

Vice-Chair Grogan has mentioned that patrons are leaving due to not being able to use the App and afraid to receive a ticket for parking. Mr. McIntire stated that warnings are being issued in March and ticketing will resume April. Employee permit parking has been reduced to \$10 and will help employees with parking issues.

Commissioner O'Donnell asked if they could change the Flowbird App to show a time clock. Ms. Brockman said she would suggest this to Flowbird.

G. AGENDA ITEMS AND TIME/DATE FOR UPCOMING MEETINGS

A. Agenda Items

- AMTRAK Update – Jessica Lawrence, Visitor Center Manager mentioned that AMTRAK's daily train services will return to Flagstaff by the end of May.
- May: Flagstaff Arts Council
- American Rescue Act – Funds for Tourism? Update from Trace via report or presentation.
- Arizona Snowbowl – Plan for Summer

Director Ward mentioned that notes are taken and presentations can be made but information can also be sent out via email with a chance for questions/answers at the meetings.

Heidi mentioned that the American Rescue Act will be discussed at the next City Budget Retreat. Mr. Ward will be able to share some information at April's meeting.

B. Next meeting date: April 27, 2021 at 1:00 p.m.

H. ADJOURNMENT

Commissioner Finch motioned to end the meeting at 2:37 p.m. Commissioner Jimenez seconded the motion, the meeting was adjourned by unanimous vote.